

Kaufland Romania SCS in Retailing (Romania)

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Date: January 2017

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: K361FEF798EEN

Abstracts

As the leader in retailing in Romania in 2016, Kaufland Romania is expected to continue to expand in the forecast period, with a focus on cities with more than 30,000 inhabitants. The company has made the first steps towards opening smaller format stores, which represents expansion with lower investment and can cover smaller cities. This smaller format will enable Kaufland to also become an important competitor in supermarkets. The company will continue to focus on offering the lowest possible p...

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